



International Association of Business Communicators

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IABC announces 2016 Gold Quill winners, the association's highest honors in communications excellence

(SAN FRANCISCO) May 6, 2016 -- The International Association of Business Communicators (IABC) has today announced the 2016 Gold Quill Special Award winners and the shortlist for the Agency and Team of the Year Awards (#IABC-GQ).

The Gold Quill Awards recognize business communication excellence globally, and are acknowledged as one of the most prestigious awards programs in the industry. IABC chair, Michael Ambjorn said, "Gold Quill winners are proud for a reason: it cements their position as proven strategic advisors."

Excellence and Merit award winners were announced on 6 April 2016, and all those winners are considered for the special awards.

The 2016 IABC Gold Quill Special Award winners are:

Business Issue Award: Awarded to the entry that best used strategic communication to address a critical business issue that may have threatened the well-being of an organization.

Winner: Cabrini Health (Australia) Louise Gates

Entry: "Let's Go Cabrini: Accreditation 2015"

Description: Cabrini Health is required to satisfy independent accreditation involving a five-day process, which assesses quality and safety performance against National Standards. The communication challenge was to create staff awareness and understanding of all the new Standards, without causing confusion, stress and added work pressures to employees.

The Jake Wittmer Award: Awarded to the entry that showed the most outstanding approach to research in addressing a communication issue or opportunity.

Winner: ANZ (Australia) Paul Edwards, Amanda Gome, Francesca Rizzo, Stella Walsh, Melissa McCann, Darren Sibson, Shane White

Entry: "Notable Women"

Description: The Notable Women program was created to position ANZ female leaders as experts who can create content, share expertise with customers and stakeholders as well as to add value and help realize ANZ's vision.

The Sharon Berzok Student Award: Awarded to the best student entry as selected by the IABC Awards Committee.

Winners: Warsan Amin, Katherine Fernandez-Blance, Josephine Lim and Joanna Liu

Organization: School of Professional Communication, Ryerson University (Canada)

Entry: Splash Effect Digital Content Strategy

Description: Toronto digital marketing agency Splash Effect requested that Ryerson's Master of Professional Communication students conduct a thorough analysis of their current digital properties and design a content strategy for the company's website.

The Best of the Best Awards—the evaluators' top six picks from the entire field of entries—will be announced at the IABC Excellence Gala to be held on Monday 6 June 2016, as part of the IABC's 2016 World Conference in New Orleans. Entries selected as Best of the Best are those considered to be the pinnacle of practice.

The shortlist for the "...of the Year" special awards, first introduced in 2015, were selected using a combined score based on the number of winning entries and highest scores by entrants in each category. These awards recognize the excellent work submitted by an agency or organization.

The finalists are:

Boutique Agency of the Year (five or fewer employees)

JAW Communications, Victoria, Australia

Metzger Communications, Otago, New Zealand

Small Agency of the Year (six to 20 employees)

Glass Tower Ltd, Christchurch, New Zealand

SimplyConnect Consulting, Texas, USA

Mid-Size Agency of the Year (21-50 employees)

Gagen MacDonald, Chicago, USA

Strategic Objectives, Inc., Toronto, Canada

Large Agency of the Year (51 or more employees)

Buck Consultants, St Louis, USA

SPN Communications, Moscow, Russia

DDB Canada, Toronto, Ontario

Not-for-Profit Communication Department of the Year

Federal Reserve Bank of San Francisco, San Francisco, USA

University of Toronto, Toronto, Canada

Vancouver Coastal Health, Vancouver, Canada

Corporate Communication Department of the Year

UPS, GA/PA/CA, USA

HSBC, Hong Kong/London, Hong Kong

Walmart, Arkansas, USA

All the Special Awards, Best of the Best Awards and "Of The Year" Awards will be presented at the IABC Excellence Gala.

In total, IABC has in 2016 recognized 223 Gold Quill Award entries as world class with 85 Excellence Awards and 138 Merit Awards announced. Winners come from all parts of the world, with 12 countries represented in the winners' list. They represent a cross-section of public and private sector organizations, both large and small.

More information on the Gold Quill Awards program, including the full list of winners: <http://gq.iabc.com/>

More information on World Conference (#IABC16): <http://wc.iabc.com/>

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About the Gold Quill Awards

For more than 40 years, IABC's Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide. The Gold Quill Awards honor the dedication, innovation and passion of communication practitioners on a global scale with a focus on achieving solid business outcomes.

About IABC

The International Association of Business Communicators (IABC) enables a global network of communication practitioners working in diverse industries and disciplines to identify, share, and apply the world's best communication practices. IABC has set the standard for excellence since its founding in 1970. This vibrant association has more than 10,000 members, including senior communications executives from global Fortune 500 companies, multi-national communications agencies, leading non-profit institutions and universities. IABC serves the collective disciplines of business communication professionals through education offerings, certifications, awards and recognition programs, online resources and Communicators World magazine and through the annual World Conference.

For more information, visit www.iabc.com.